

ECA Youth Programs Outreach Assistant



Project Title	ECA Youth Programs Outreach Assistant
Project Summary	Scholarships to Study Abroad! Opportunities to get to learn about a new country from the comfort of your own home! Sound cool? It is! But we need help! This project will help us spread the word about the great opportunities that our office offers to allow Americans explore our world.
Country	United States

Project Description

The Youth Programs Division of the Office of Citizen Exchanges in the U.S. Department of State's Bureau of Educational and Cultural Affairs seeks an outreach intern to help support our exchange programs. Each year our office brings over 2,000 youth from around the globe to the United States for high school exchange programs and sends over 1,000 Americans to be immersed in another language and culture.

We have identified several areas of focus for our team including:

- **Materials Creation:** Creating marketing materials to reach out to youth and adult influencers of youth to educate them on the programs and the benefits of study abroad. Our current focus is on communities of color who are currently underrepresented in our programs in U.S. international affairs.
- **Research:** What are states doing to promote (or thwart) international education and study abroad for high school students. Reaching out to college admissions advisors to better understand how study abroad can benefit college applicants chances of success.
- **Finding ways to encourage American families to host State Department sponsored exchange student vs. a fee paying student and strengthening our hosting.state.gov website**
- **Working with the Youth Programs Division, develop and help implement a sustainable outreach campaign that coordinates all of the above.**

As a VSFS intern for our office you will work with our team to research these areas, identify messages that resonate with our target audiences, develop outreach campaigns, and implement these campaigns. We hope to work with a team of virtual interns, who will be able to collaborate with each other as well as our staff who work on our programs for American students including:

The Congress-Bundestag Youth Exchange (CBYX): exchanges.state.gov/cbyx

The Kennedy-Lugar Youth Exchange and Study (YES) Abroad: www.yes-abroad.org/

The National Security Language Initiative for Youth (NSLI-Y): www.nsliforyouth.org/

The Youth Ambassadors Program: exchanges.state.gov/non-us/program/youth-ambassadors

Depending on interest, we may also have our interns working on our hosting campaign with our teams who work on:

The Congress-Bundestag Youth Exchange (CBYX): exchanges.state.gov/cbyx

The FLEX Program: discoverflex.org

The Kennedy-Lugar Youth Exchange and Study (YES): yesprograms.org

Please join our team!

Required Skills or Interests

Skill(s)
Cultural diplomacy
Data visualization
Editing and proofreading
Graphic design
Infographic design
Marketing
Research
Social media management
Storytelling/blogging/vlogging
Writing

Additional Information

None

Language Requirements

None